Today's Agenda

- Keynote Address
- State of the Marketplace
- Emerging Trends
- 10 Min Break
- Market Research
- User Stories and Case Studies

Welcome and Intro

Keynote Address

Tricia Sieveke
Principal Deputy Assistant Commissioner
Information Technology Category

State of the Marketplace

State of the Marketplace

Lawrence Hale
ITC Deputy Assistant Commissioner
Category Management

Mark Hopson
18F Acquisition Procurement Lead

Emerging Technology

Emerging Technology

Udaya Patnaik
Chief Innovation Strategist
Information Technology Category, GSA

Michael Berkholtz
Senior Manager, Technology Lifecycle Services
Information Technology Category, GSA

Emerging Technology & You

Start with a poll

- Where you're coming from
- Relevance to your work
- How you prefer to learn

Emerging Technology & Us

The acquisition community shows untapped emerging tech strengths

- Culture and Mindset
  - People are excited about new technology and its implications for public service.
- Knowledge and Skills
  - People are eager to learn and grow their skill sets.
- Networks and Contacts
  - People are participating in communities of interest and learning from others.
- Tools and Experiments
  - People are using tech, professionally and personally, and constantly testing.

Defining Emerging Technology

- Not yet mainstream
- Moves at variable pace
- Challenge for acquisition specialists
  - What's worth watching?
  - How will it be purchased?

Emerging Trend 1:
Large Language Models &
Generative Artificial Intelligence

Emerging Trend 2: Advanced Cybersecurity

Back to Emerging Technology & You

Consider

- Where you're coming from
- Relevance to your work
- How you prefer to learn

Poll & Time for a Break

Market Research

Modernizing Market Research

Utilizing GSA's Market Research as a Service (MRAS)

Presented By:

Tiffany Shabanian

MRAS Program Manager

BUY.GSA.GOV/MRAS

Why Research?

01   **To gain knowledge**

02   **To make informed decisions**

03   **To drive mission capabilities**

04   **To remain relevant, gain efficiency, and innovate**

05   **To ensure regulatory compliance**

06   **To understand market constraints and recognize opportunities**

The Policy

Results are Important

01 To gather results, the policy is clear, we must only ask potential sources for the minimum amount of information.

02 So how do we get the information we need and limit the burden of the market?

10.001 Policy Table - Results Help Determine	
If sources able to meet the agency's need exist	✓
Determine if commercial items or, to the extent that commercial items suitable to meet the agency's needs are not available, nondevelopmental items are available that - (A) Meet the agency's requirements; (B) Could be modified to meet the agency's requirements; or (C) Could meet the agency's requirements if those requirements were modified to a reasonable extent.	✓
Determine the extent to which commercial items or nondevelopmental items could be incorporated at the component level	✓
Determine the practices of firms engaged in producing, distributing, and supporting commercial items, such as type of contract, terms for warranties, buyer financing, maintenance and packaging, and marking.	✓
Ensure maximum practicable use of recovered materials and promote energy conservation and efficiency	✓
Determine whether consolidation is necessary and justified	✓
Determine whether bundling is necessary and justified	✓
Assess whether 508 compliance standards can be bet.	✓

The Procedures

Plenty of Online Tools

- GSA Interact
- Acquisition Gateway
- GSA Advantage
- GSA Ebuy
- Calc
- Discovery
- eLibrary

Plenty of Market Expertise

- Government Wide Category Managers
- Other Acquisition Professionals
- Internal Experts

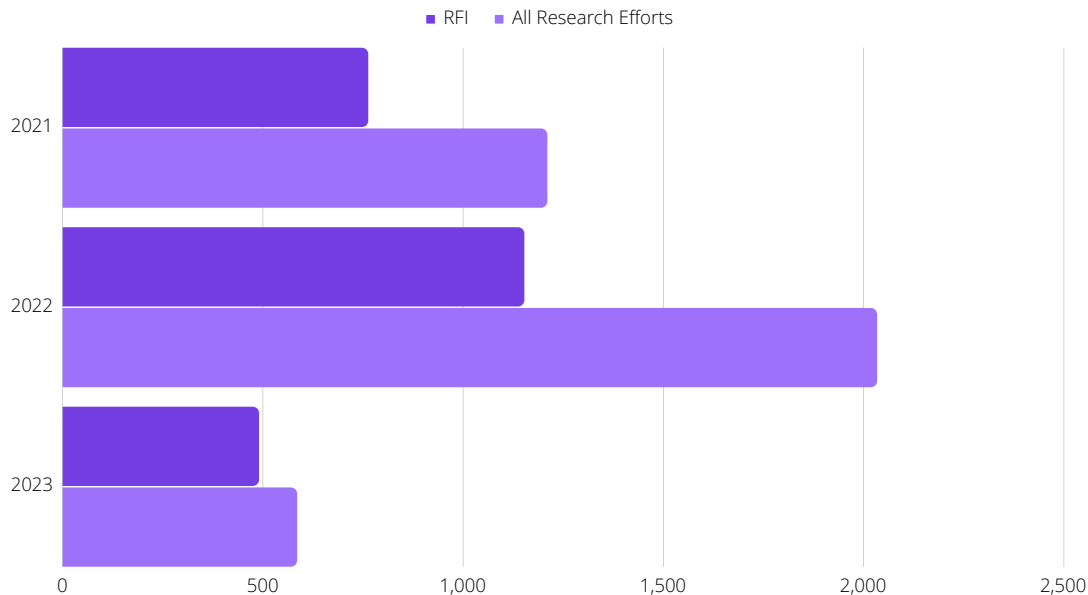| 10.002 Procedures - Techniques and Activities May Include:	
Contacting knowledgeable individuals in Government and industry regarding market capabilities to meet requirements.	✓
Reviewing the results of recent market research undertaken to meet similar or identical requirements.	✓
Publishing formal requests for information in appropriate technical or scientific journals or business publications.	✓
Querying the Governmentwide database of contracts and other procurement instruments	✓
Participating in interactive, on-line communication among industry, acquisition personnel, and customers.	✓
Obtaining source lists of similar items from other contracting activities or agencies, trade associations or other sources.	✓
Reviewing catalogs and other generally available product literature published by manufacturers, distributors, and dealers or available on-line.	✓
Conducting interchange meetings or holding presolicitation conferences to involve potential offerors early in the acquisition process	✓

BUY.GSA.GOV/MRAS

What is MRAS?

MRAS uses the **latest research techniques** to help agencies visualize the **competition and socioeconomic** responses that they can expect if they use GSA's acquisition vehicles.

BUY.GSA.GOV/MRAS

Objectives of MRAS

- To make market research easier for all stakeholders.

- Creating Government-wide efficiencies in Acquisition Planning resulting in Taxpayer savings.

- To give industry a voice.

- To provide accurate data that summarizes the marketplace

- Listening to stakeholder feedback to continuously improve our services.

Chart legend: RFI ■ | All Research Efforts ■

Chart categories (years): 2021, 2022, 2023

Chart x-axis: 0, 500, 1,000, 1,500, 2,000, 2,500

MRAS Program Successes

Awards
Over **$36 Billion** or about **50%** of market research opportunities are awarded to GSA Contract Holders.

Top Customers
- Air Force
- Army
- Navy

Top Categories Researched
- Professional Services
- Information Technology
- Facilities
- Industrial Products and Services
- Security and Protection

BUY.GSA.GOV/MRAS

MRAS Success Story

Customer: Department of Defense

Requirement: Army Enterprise Application Modernization and Migration to Commercial Cloud

Results:
- Complete market report within two weeks, identifying 26 small businesses.
- The MRAS market research report helped to define their acquisition strategy.

BUY.GSA.GOV/MRAS

The MRAS Process

We take the time to understand you and the requirements

We organize your data and mission needs

We develop a market target and Request for Information (RFI)

We engag Industry partners and collect data

We deliver results through market reports, data and knowledge

BUY.GSA.GOV/MRAS

Available Service Options

Rapid Review

Identifies if your requirement fits the scope of existing GSA acquisition solutions in 24-48 hours.

GSA Advantage Product Market Research

Search up to 20,000 items on GSA Advantage at once

Request for Information/Market Research Report

Streamlines the RFI process and consolidates the results into one report with visuals.

Industry Engagement

Targeted industry engagement regarding Agency specific requirements during MRAS Industry sessions.

BUY.GSA.GOV/MRAS

GSA BUY.GSA.GOV

I'm looking for... 🔍

Sign In

Buying ⌄   Selling   Help ⌄

Home / Market Research as a Service

Market Research As A Service

Market Research As a Service (MRAS) delivers meaningful market data to Federal, State, and Local agencies for free. Through FAR Part 10 compliant requests for information (RFI), sources sought, industry days, and advanced product research, MRAS collects data to help customers understand where their need fits within the GSA government-wide marketplace.

EXPLORE OUR OFFERINGS

MRAS provides automated RFIs & Sources Sought for services and advanced GSA Advantage! product searches.

Product Research Request

Search up to 20 thousand products on GSA Advantage and receive a market report.

RFI - Service Request

Request a RFI to understand GSA Contracts and Industry Capabilities with a market report.

MRAS Report Archives - COMING SOON!

Search thousands of previous market research reports to research your requirement. OMB Max login required.

Buy.GSA.gov/MRAS

29

5 Steps to MRAS RFI

Understand the Requirement

Organize the Research Questions

Develop RFI

Engage Industry

Deliver Market Report

How We Research

- Use commercially available software to streamline the process

- Ask yes or no questions, ranges, pre-set percentages, and more

- Customize questions with visualizations and creating data sets in mind

- We can ask industry for videos, websites, demos, manuals, and more

BUY.GSA.GOV/MRAS

Demonstrating Results
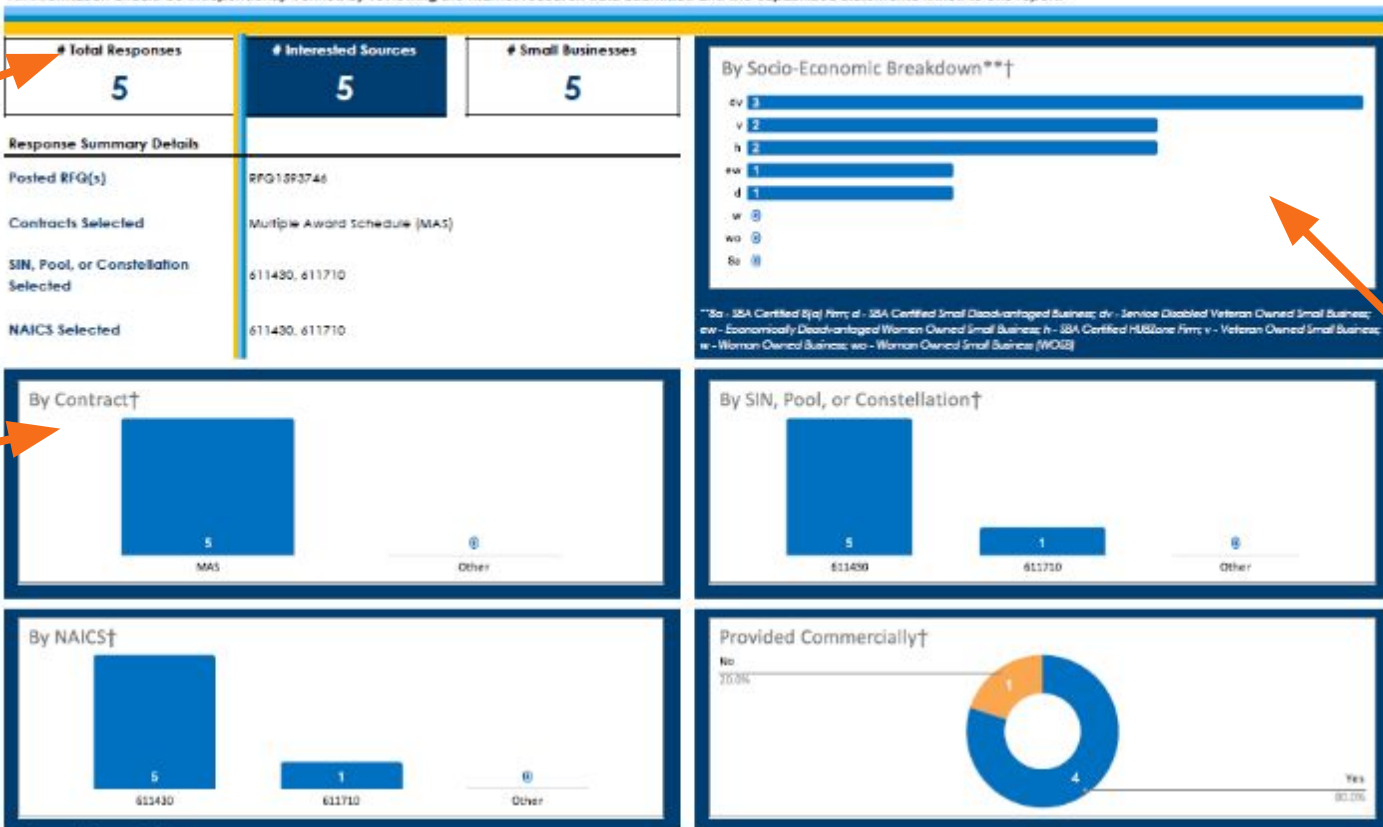
MRAS Market Research Reports provide:

- A comprehensive Market Research Report
- Socio-Economic Outlook
- Summary of Industry Feedback
- Narratives to leverage Acquisition Planning

Competition Determination:

May generate adequate competition under the following GSA solution(s): Multiple Award Schedule (MAS)

May be able to target small businesses for this requirement.

All information should be independently verified by reviewing the market research data submitted and the capabilities statements linked to this report.

The report provides a recommendation based on the number of respondents and the contracts researched.

# Total Responses	# Interested Sources	# Small Businesses
5	5	5

Response Summary Details

Posted RFQ(s)	RFQ15P3746
Contracts Selected	Multiple Award Schedule (MAS)
SIN, Pool, or Constellation Selected	611430, 611710
NAICS Selected	611430, 611710

Summarizes number of interested parties that are small or other than small businesses.

By Socio-Economic Breakdown**†

- dv 3
- v 2
- h 2
- ew 1
- d 1
- w 0
- wo 0
- 8a 0

**8a - SBA Certified 8(a) Firm; d - SBA Certified Small Disadvantaged Business; dv - Service Disabled Veteran Owned Small Business; ew - Economically Disadvantaged Women Owned Small Business; h - SBA Certified HUBZone Firm; v - Veteran Owned Small Business; w - Woman Owned Business; wo - Woman Owned Small Business (WOSB)

Summarizes the socio-economic designations of interested parties.

By Contract†

MAS	Other
5	0

Summarizes number of interested parties by GSA contract vehicle.

By SIN, Pool, or Constellation†

611430	611710	Other
5	1	0

By NAICS†

611430	611710	Other
5	1	0

Provided Commercially†

No 20.0%
Yes 80.0%

1
4

† Interested Sources Only

BUY.GSA.GOV/MRAS

33

The Results

Industry

- Visibility as potential source in front of customers.
- Access to GSA and Agency Points of Contacts.
- Responses to RFI lead to additional business; 50% or more of the requirements we research go to a GSA contract holder

Agency Acquisition Professionals

- Provides agencies with visuals and data they can include in reports to Small Business.
- Provides agencies with narratives they can leverage for Acquisition Planning.
- Gives agencies an outlook on whether competition and socio-economic participation is likely.

BUY.GSA.GOV/MRAS

MRAS Value Added Benefits

01 Streamlines market research and Reduces acquisition time

02 Continuous support from your local GSA Customer Service Director

03 FAR Part 10 Compliant

04 Identifies the business size appropriate for the requirement

05 Aligns Agency needs with GSA contracts and solutions

06 Promotes category management

BUY.GSA.GOV/MRAS

What Our Customers are Saying.....

"MRAS helped me avoid doing it the way it's always been done before."

"...I used MRAS and in 10 days, had 40 people respond. GSA then went over the report and did a deep dive to identify specific socioeconomic factors. It was very helpful!"

"I am very satisfied with this process,...I am extremely happy with the results and plan to utilize the services again....I will share this positive experience with other supervisors in my organization and encourage them to utilize these services as well. Great Job!"

"...the customer utilized the MRAS RFI process to determine their overall acquisition strategy. The MRAS program has proven to be a value added program!

BUY.GSA.GOV/MRAS

Customers - Effective Market Research Training

Learn why market research is conducted, when and how to conduct market research; the regulatory nature of FAR Part 10 and how it ties into acquisition planning (Part 7) small business set-asides, commercial items, contract type selection and more. Also learn how to get better results by making your data collection methods easier. The course will use real life scenarios, examples from GSA's market research initiatives, tools, experts and more. This is a one (1) CLP credit course.

April 27th 2023 - 1 pm - 2 pm ET

May 25th, 2023 - 1 pm - 2 pm ET

June 22nd, 2023 - 1 pm - 2 pm ET

July 27th, 2023 - 1 pm - 2 pm ET

August 24th, 2023 - 1 pm - 2 pm ET

September 14th, 2023 - 1 pm - 2 pm ET

Visit: www.gsa.gov/events for more information

BUY.GSA.GOV/MRAS

Making Market Research Easy - Enhancing Industry Partnerships

Want to learn more about Requests for Information (RFIs) and how they can be a useful tool for your business? This webinar will bring innovative insights on how to respond to GSA's RFIs by providing tips and tricks from the experts on how to fill out these important surveys. Participants in this session will walk away with a better understanding of why GSA collects industry responses and and how the data collected shapes future purchasing decisions. Register now for this monthly webinar to stay informed and hear directly from GSA experts!

April 25th, 2023 - 12 pm - 1 pm ET
May 30th, 2023 - 12 pm - 1 pm ET
June 27th, 2023 - 12 pm - 1 pm ET
July 25th, 2023 - 12 pm - 1 pm ET
August 29th, 2023 - 12 pm - 1 pm ET
September 26th, 2023 - 12 pm - 1 pm ET

REGISTER NOW!

BUY.GSA.GOV/MRAS

Contact Us

✉ rfi@research.gsa.gov

❓ Industry Help Request Form

🌐 buy.gsa.gov/mras

🔍 www.gsa.gov/CSD

Market Research - buy.gsa.gov

Andrea Azarcon Heller
Director, Stakeholder Engagement Division
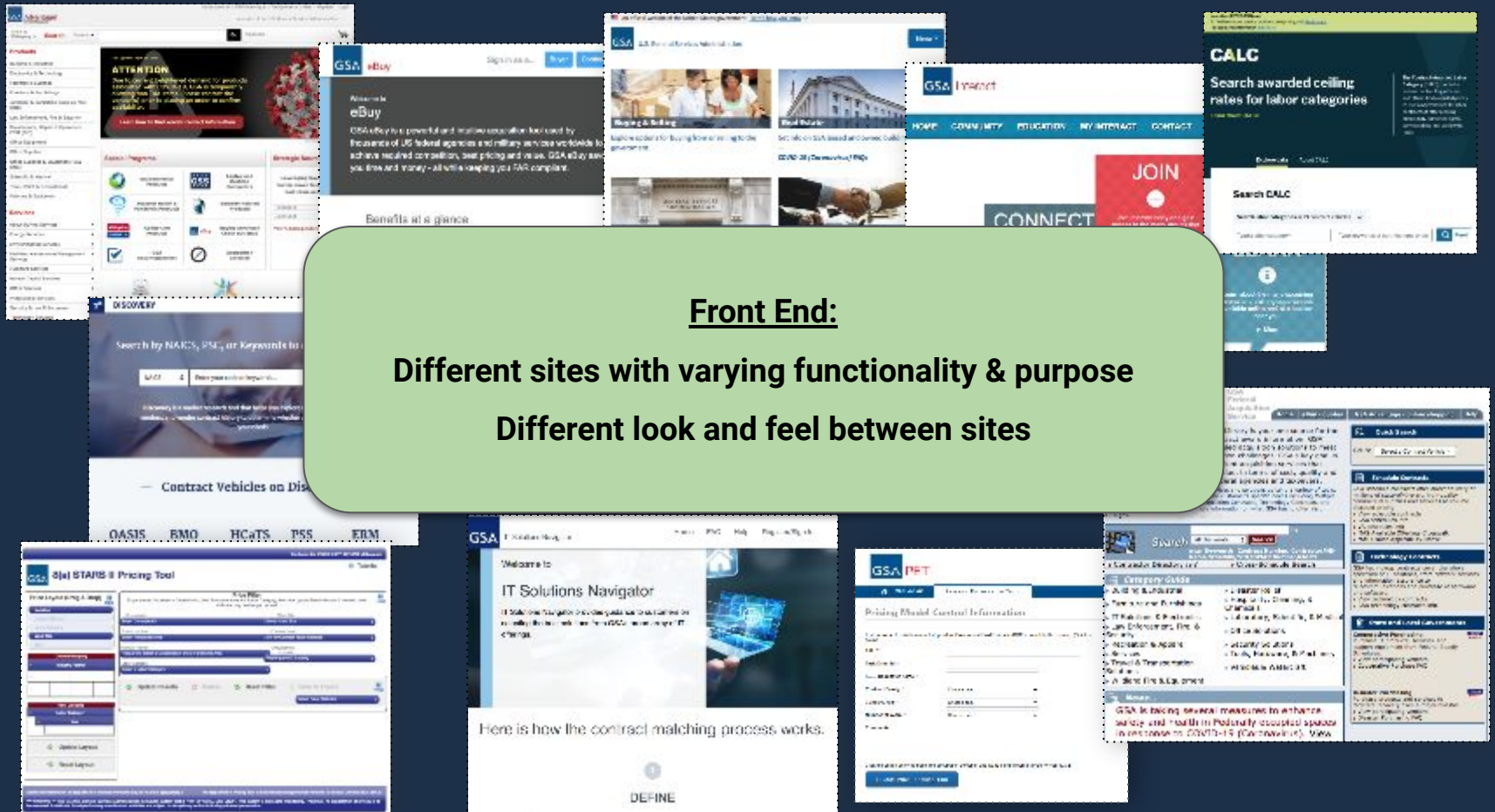FAS's Office of Enterprise Strategy Management
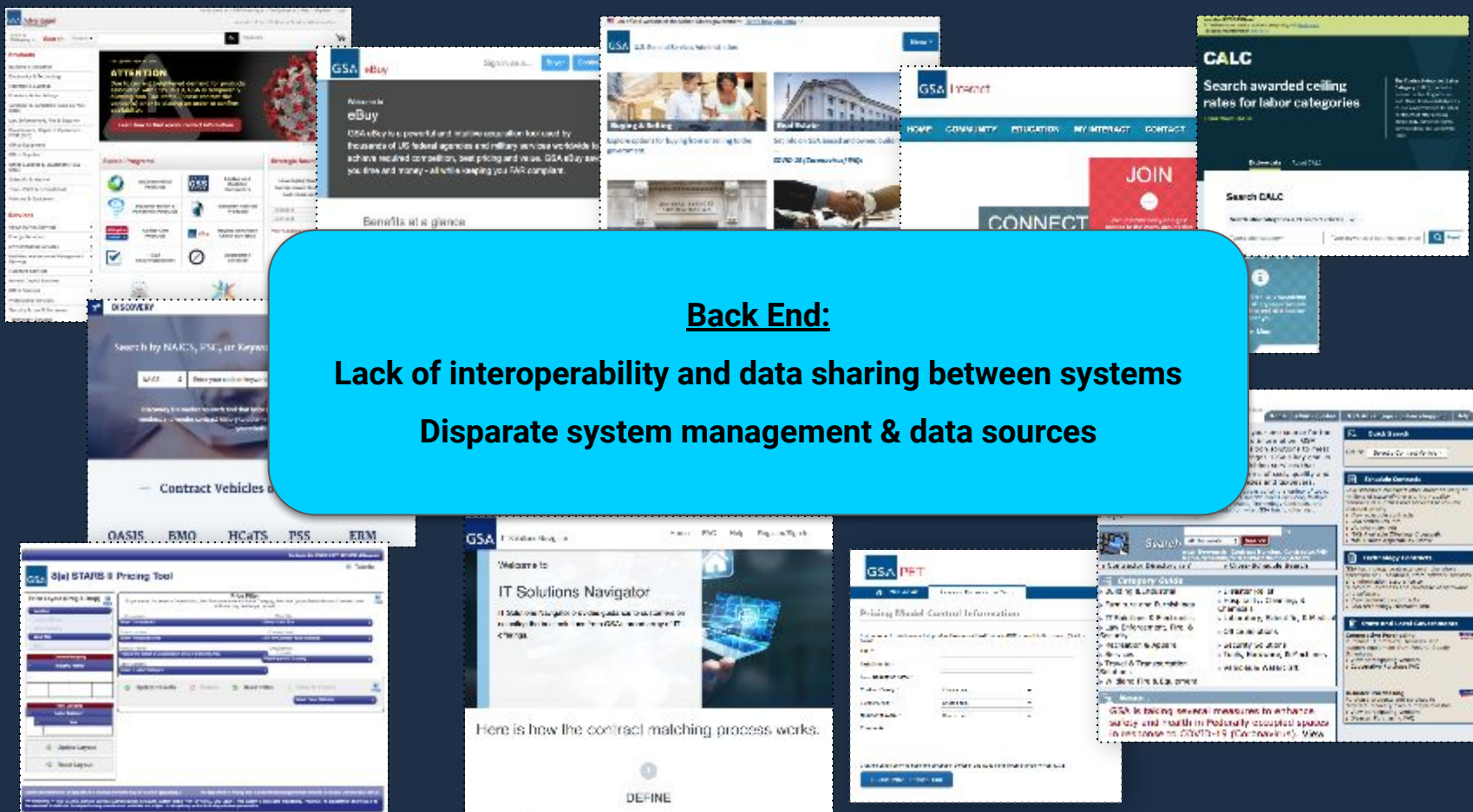
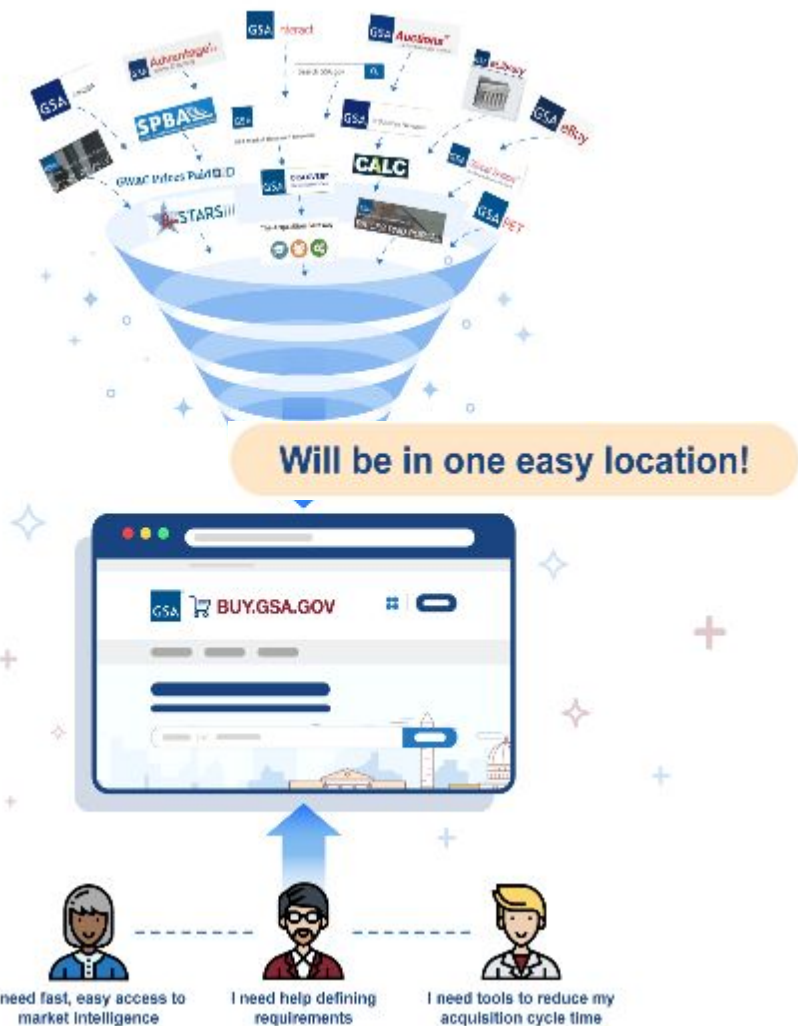**Kristen Siddiq**
Strategic Initiatives Specialist

Current State

Front End:

Different sites with varying functionality & purpose

Different look and feel between sites

Current State

Back End:

Lack of interoperability and data sharing between systems

Disparate system management & data sources

All of your GSA digital resou[r...]

How do we build a better digital experience??

"Create a self-service application that converges all of GSA's best market research tools into one system."

- **Easy Access through one login and intuitive design**

- **Relevant and comprehensive Search**

- **Filters to quickly narrow your search results**

- **Use tools and templates to put in your contract file**

Will be in one easy location!

BUY.GSA.GOV

I need fast, easy access to market intelligence

I need help defining requirements

I need tools to reduce my acquisition cycle time

Live Demo of Buy.GSA.Gov

Research GSA Contracts and Vendors

Research GSA Contracts and Vendors

Why It Exists and What is its Value?

- Easily find contracts and vendors
- Search by NAICs, SINs, vendor name, vendor Unique Entity Identifier (UEI) or contract number
- Filter by
  - Categories
  - Subcategories
  - Socioeconomic categories
  - Contract vehicles
- View vendor and contract details
- See how previous contracts were structured
  - Help you develop similar contract for your work

CALC+

GSA BUY.GSA.GOV | Pricing

Buying ⌄   Selling   Help ⌄

Search labor category ceiling rates applicable to GSA's Multiple Award Schedules

This tool allows you to review fully burdened Not-to-Exceed Ceiling Rates awarded under GSA Multiple Award Schedule (MAS) contracts. You can use it to conduct market research and develop Independent Government Cost Estimates.

The tool can be used to assess the relative competitiveness of a vendor's price to other vendors' prices on MAS contracts. However, the tool is to be used only as part of a larger negotiation objective development strategy that seeks fair and reasonable pricing (in accordance with FAR 15.4).

IMPORTANT: This tool is currently under development. The pricing data reflects a limited number of Schedules contracts (primarily professional and IT services) as of April 2022.

Search by:

| Labor Categories ↕ | Search 🔍 | **Search** |

☐ Exact Match

Feedback

Filters   ✖ Reset All

Not-To-Exceed Hourly Ceiling Rate

⬇ Download Graph   ➡ Export Data

Education Level
⌄

$116 average

$55 $177
-1 std dev   -1 std dev

14,000

CALC+

Why Does it Exist and What is its Value?

- Search GSA Multiple-Awards Schedule Not-to-Exceed Ceiling Rate
    - Find hourly rate data based on:
        - Contract
        - Vendor
        - Filters for:
            - Education Level
            - Work Experience
            - Security Clearance
            - And More!
- See range of fully-loaded labor rate data to make better buying decisions

Interact

Interact

Why Does it Exist and What is its Value?

- Build Better Business Relationships
    - Both government and industry
- Learn more about acquisition topics of interest
    - Contract vehicles
    - Categories
    - Socioeconomic concerns
    - And More!
- Help you learn more about the latest and greatest in federal acquisition news and practices

Find Samples, Templates, and Tips

Find Samples, Templates, and Tips

Why Does it Exist and What is its Value?

- Search through curated acquisition documents
- Find sample and template docs to put together acquisition package
- Easily find docs you need through keyword search and filters
  - Find documents by filtering for:
    - Acquisition category
    - Acquisition phase
    - Document Type
    - Resource Type
- Save time and find documents that pertain to your acquisition needs instead of starting from scratch

Market Research - Category Management Resources

Category Management Benefits	Market Research Tools for Buyers
Centralized government-wide procurement resources	Acquisition Gateway
Improved visibility of spend data	Government-wide Category Management Dashboards, Prices Paid Portal
Easier market research	Solutions Finder, BIC Research Tool, Discovery Tool, CALC Tool, IGCE Tool, Prices Paid Portal, BIC Resource Page
Government-wide knowledge sharing	Category Hallways, Community Discussions, Connections Finder, Document Library, Project Center

Market Research - Category Management Resources

RESOURCES:

- Acquisition Gateway
- Best-in-class (BIC) Resource Page

TOOLS:

- Solutions Finder
- Forecast of Contracting Opportunities
- The Document Library
- Independent Government Cost Estimate (IGCE) creation tool

Market Research: Requirements

Overview of the tools, techniques and best practices that can assist with market research:

- APPs (use cases are designed for novice users)
- BUY.gsa.gov calls these "samples, templates, and tips" (designed for more experienced users)
- MRAS
- Best practices based on what you actually need
- How to articulate your need into an SOW
- When/how to involve CO

User Stories and Case Studies

USE CASE 1

Acquisition Guidance for Procuring 5G Technology

FAST 2023

Acquisition Guidance for Procuring 5G Technology

Christian Williams

Section Chief, Wireless Mobility and SATCOM
Information Technology Category, GSA

Background

- The purpose of the **Acquisition Guidance to Procure 5G Technology** document is to provide agencies with information and guidance on procuring 5G technology with appropriate security for government use cases. In accordance with the Secure 5G and Beyond Act of 2020, the Executive Branch has developed a comprehensive implementation plan associated with the National Strategy to Secure 5G.

- This guidance presents a variety of factors that contracting officers, in support of IT managers, will need to consider as they plan for procuring 5G technology. It also provides agency leadership and Integrated Project Teams (IPTs) with strategies and tools to improve the security posture, reduce overall risk, and support rapid delivery of 5G solutions.

- The document is not intended to provide comprehensive guidance concerning requirement development for 5G solutions; rather, it is primarily focused on outlining acquisition guidance to support procurement of secure 5G technologies.

Acknowledgments

Contributing Departments, Agencies, and Organizations

- Department of Homeland Security, Cybersecurity and Infrastructure Security Agency
- U.S. Department of Defense, Office of the Chief Information Officer, United States Air Force, United State Marine Corps, and United States Navy
- U.S. General Services Administration
- National Aeronautics and Space Administration
- U.S Department of Commerce, National Telecommunications and Information Administration
- U.S. Department of State

GSA — U.S. General Services Administration

Acquisition Guidance for Procuring 5G Technology

Evolution of 5G

Evolution of mobile network generations timeline:

1G (1980): Audio Signal, Wireless Phone Calls

2G (1990): Voice Calls, MMS, Pictures, Basic Texting

3G (2000): Video, Live TV, Fast Internet Browsing

4G (2010): 100 MB/s, VOIP Calls, HD Streaming, Video Chat

5G (2020): 100 * speed of 4G, 4GB/s download speed, IoT, Smart Cities, Autonomous Cars, Remote Robotics

XG (202X): TeraHertz frequencies & AI infused applications

Securing 5G

5G implementation requires increasing its security and resilience at the design phase and reducing national security risk from untrustworthy 5G networks.

Some risks that should be considered:

- Attempts by threat actors to influence the design and architecture of 5G networks
- Susceptibility of the 5G supply chain (SC) due to the malicious or inadvertent introduction of vulnerabilities
- Current 5G deployments leveraging legacy infrastructure and untrusted components with known vulnerabilities
- Limited competition in the 5G marketplace resulting in more proprietary solutions from untrusted vendors

Continued

5G technologies are commercially available; however, there are significant security considerations and prohibited sources that must be considered. Several FAR considerations for 5G technology are listed below.

Cybersecurity Executive Order
On May 12, 2021, President Biden issued the [Executive Order (EO) on Improving the Nation's Cyber Security.](#) Among other important issues, the Section 2(i) of the EO required a review of contract requirements and language for contracting with IT and OT service providers and recommendations for updates to such requirements and language to the FAR Council and other appropriate agencies.

Section 889 and Prohibited Sources Section 889 of the John S. McCain National Defense Authorization Act (NDAA) for Fiscal Year (FY) 2019 (Pub. L. 115-232) includes two prohibitions regarding certain telecommunications and video surveillance equipment and services (telecommunications). Section 889 was implemented in two phases and incorporated into [FAR 4.2102](#).

Federal Mobility Group

- **PURPOSE:** The Federal Mobility Group works across federal government to identify *common mobility challenges*, develop *workable solutions* and create an opportunity to *share best practices*. As agencies become increasingly reliant on using wireless mobility services to meet their mission, the opportunity to collaborate with different agencies and leverage successes and proven solutions becomes increasingly important.

- **AUTHORITY**: This *community of practice* is chartered under the **Federal CIO Council**, with matrixed reporting relationship to the **Federal IT Category Manager** & **Office of Federal Procurement Policy (OFPP)**.

- **BACKGROUND**: This group combines the efforts of the Mobile Services Category Team (MSCT – created in 2016 via memo M-16-20), and the Mobile Technology Tiger Team (MTTT – created in 2013 by Federal CIO Council / Digital Govt. Strategy).

- **FOCUS**: *Non-national security* and *mobility mission* related challenges faced by agencies. Current focus is on - 5G and its federal impacts, Internet of Things (IoT), Artificial Intelligence (AI), Security, Policy, Regulations, and other Emerging Technologies, associated with diverse mobile environments such as devices, operating systems, security postures, and operational requirements.

- **LEADERSHIP**:
  - Executive Sponsor: **Vaughn Noga** (CIO, EPA)
  - Co-Chairs:
    - DHS **Lilian Herrera**
    - GSA **Christian Williams**
    - NIST **Gema Howell**

- **MEMBERSHIP**: Over 300 federal (and support) personnel from over 45 Departments and Agencies across the Executive Branch. (*must have active .gov/.mil email address*) meet bi-monthly on the 1st & 3rd Tuesdays of the month.

- **RESOURCES**: Documents, Presentations, Meeting Notes, can be found at FMG Page on OMB max.gov.

OBJECTIVES:
1. Share information to enable government adoption of secure mobile technologies supporting mission
2. Identify/Address member priorities (gaps/challenge areas)
3. Identify/Address Fed CIO Council & OMB priorities

Engage with us
fmg@gsa.gov

5G Use Cases

- Use Cases are what help agencies identify the real-world scenarios where 5G will be most applicable for them.
- 5G is expected to enable a wide range of use cases and IoT applications.
- While many use cases are already possible with other wireless technologies - such as Bluetooth, Wi-Fi 6.0, LoRa, and 4G-5G technology magnifies their potential.
- Some use cases require the higher data rate, lower latency, or the ability to connect many more devices in a small area provided by 5G.

5G Service Provider Use Cases

- Fixed Wireless Access

- Smart City

- Traffic Control

- Sensors

- Internet of Things – asset tracking, remote monitoring

- Public Utility Power Management

- Mission Critical Emergency Services and Public Safety Networks

- Ship-Shore

- Smart Base

- Healthcare and medical

- Vehicle to vehicle

5G Enterprise Systems

- Augmented and virtual reality
- Remote control of unmanned vehicles
- Local Area Network (LAN) and Cable replacement
- High precision Supervisory Control and Data Acquisition
- High speed telemetry from tethered Government systems
- Intelligent Video
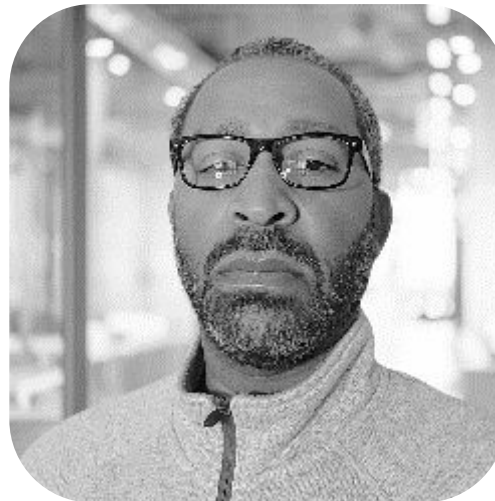
What is The Cloud Marketplace?

Speakers

Birgit Smeltzer

Director, Software and Cloud Division
Information Technology Category, GSA

Barry Hodge

Branch Chief, Software and Cloud Division
Information Technology Category, GSA

GSA's Cloud Marketplace

Empowering agencies to develop and implement cloud acquisition strategies through a modernized and simplified approach.

Cloud Buying Journey

Access to Expertise

Centers of Excellence to infuse best practices into agency strategies

Acquisition support from fully-assisted to self-managed

Industry partner best practices

Self-Service Online Experience

Requirements definition, cost estimates, compliant acquisition documents

Cloud catalog matching requirements to qualified industry partners

Cloud consumption and spend data during contract administration

Acquisition Vehicles

Governmentwide Acquisition Contracts
8(a) STARS III
Alliant II
EIS
VETS 2

Multiple Award Schedule
Cloud
FM QSMO
IT Prof. Services
Software
E-Commerce

Tailored Solutions for Common Requirements
DEOS
Other agency specific
Cloud BPAs
Ascend BPA
TTS Cloud.gov

Easier Access to Secure Common Core Cloud Services

What is new in the Cloud Marketplace

The FM QSMO SIN - Financial Management Quality Services Office - FM QSMO Multiple Award Schedule (MAS) Special Item Number with four subgroups:

- Core Financial Services
- Additional Financial Management (FM) Solutions;
- Financial Management (FM) Solution/Service Adoption and Transition Services; and/or
- Financial Management (FM) Technology Operations Support Services

Special Ordering Procedures for Consumption Based Order - Available only on the Cloud SIN 518210C

USE CASE 2

An Example of GSA's Cloud SME Support

FAST
2023

Background

Selective Service System (SSS), which maintains a high-profile public facing website, approached ITC with a draft PWS covering a full scale migration to Cloud.

SSS submitted for and received 3 year funding from the Technology Modernization Fund (TMF) to support the migration.

Several working sessions between SSS and GSA occurred to provide consultation in the areas of acquisition and technical approach

Considerations/Factors

- Deadlines related to the TMF funding

- Improved resiliency requirements

- Improved scalability requirements
  - Based on known seasonal workloads
  - Automatic based on unknown triggers

- Enhanced cyber-security needs
  - System contains public PII
  - No longer on-premises

- Interoperability requirements
  - Interfaces with other federal systems for information sharing
  - On-premise hooks

- Internal resource and expertise constraints for Cloud architecture and migration

Security

Cost Management

Governance

Interoperability

Compliance

Resources & Expertise
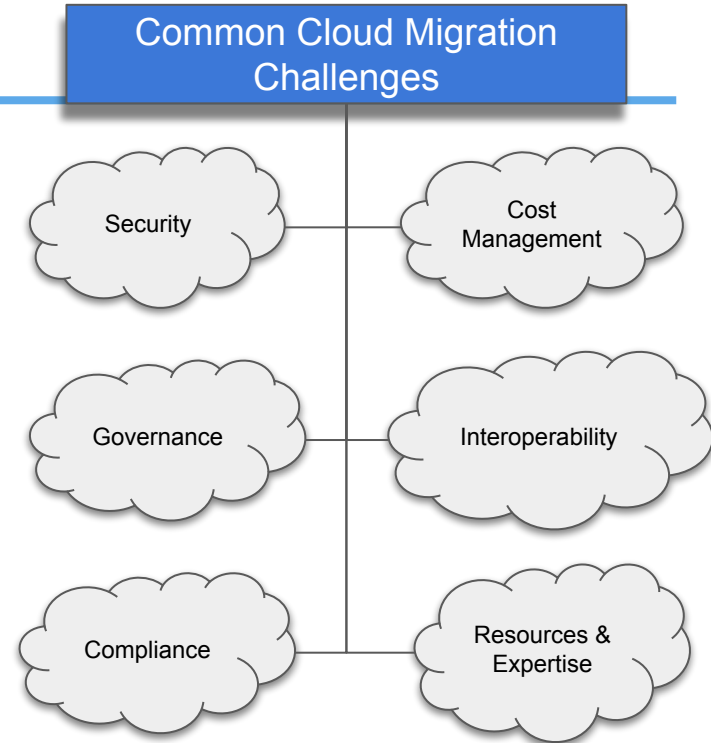
Recommended Approach - Phase 1

GSA recommended a modular acquisition approach

- Divide the year 1 scope into two separate acquisitions.

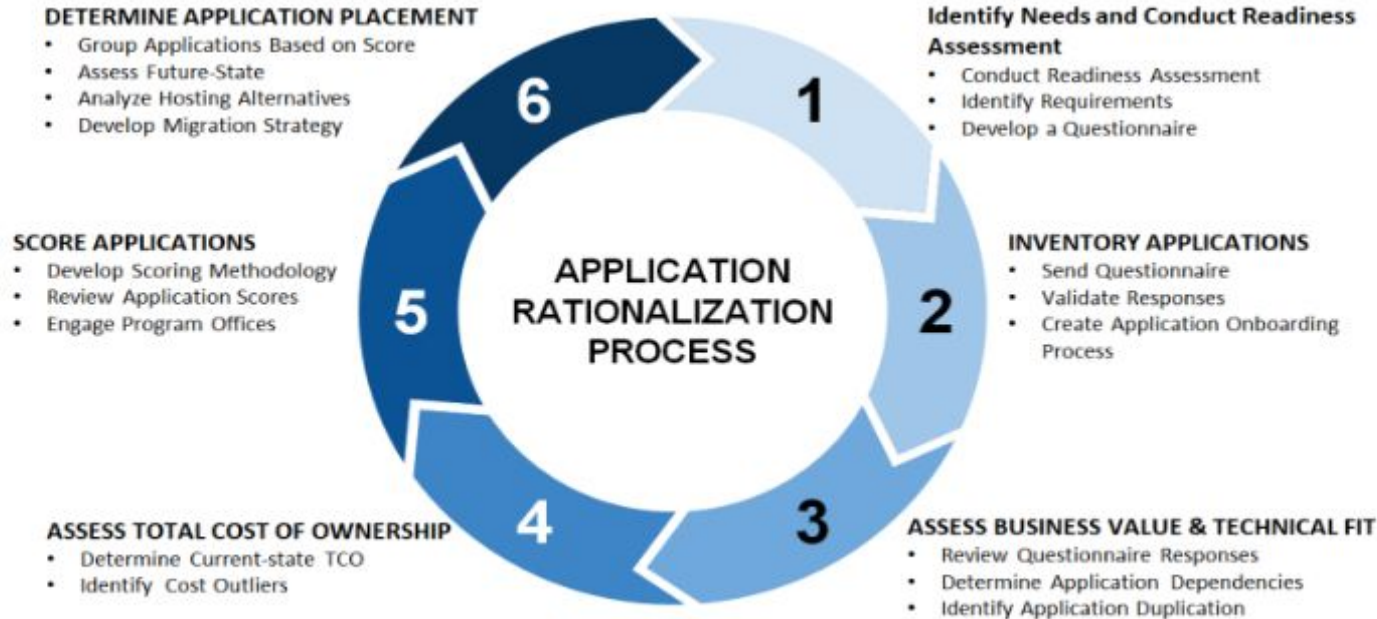- Each acquisition will feed the next

Phase 1 PWS - Application Rationalization

- **Scope:** Document existing system and all relevant dependencies

- Business, end user, infrastructure, data, cost, backup, uptime, interconnection requirements

- Deliverables from this phase produce requirements for the next PWS

Application Rationalization Playbook

Federal CIO Council

DETERMINE APPLICATION PLACEMENT
- Group Applications Based on Score
- Assess Future-State
- Analyze Hosting Alternatives
- Develop Migration Strategy

6

Identify Needs and Conduct Readiness Assessment
- Conduct Readiness Assessment
- Identify Requirements
- Develop a Questionnaire

1

SCORE APPLICATIONS
- Develop Scoring Methodology
- Review Application Scores
- Engage Program Offices

5

APPLICATION RATIONALIZATION PROCESS

INVENTORY APPLICATIONS
- Send Questionnaire
- Validate Responses
- Create Application Onboarding Process

2

ASSESS TOTAL COST OF OWNERSHIP
- Determine Current-state TCO
- Identify Cost Outliers

4

ASSESS BUSINESS VALUE & TECHNICAL FIT
- Review Questionnaire Responses
- Determine Application Dependencies
- Identify Application Duplication

3

Recommended Approach - Phase 2

Phase 2 PWS - Modernization & Migration

- **Scope:** Migration of SSS's system to a FedRAMP moderate cloud.

- Favor system refactoring over "lift and shift" approach to take advantage of cloud native functionality

- Design cloud system architecture, migration strategy and plan

- Execute migration

- Support and operations documentation

- Operational transition

On-Premise　　　　　**Cloud**
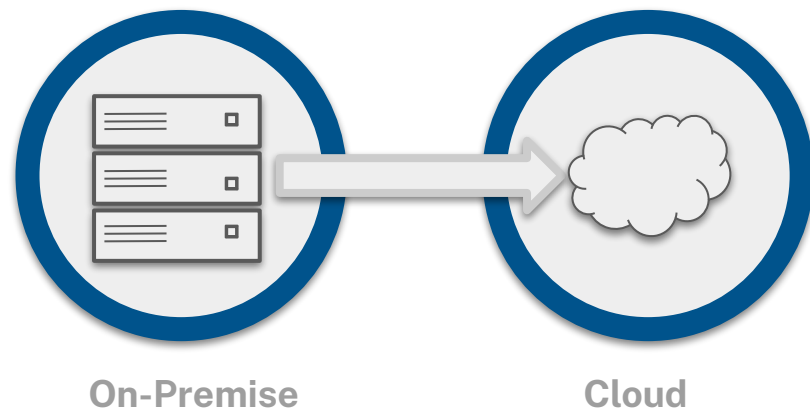
Recommended Approach - Phase 3

Phase 3 PWS - Operations & Maintenance

- Scope: Helpdesk, System Administration

- Perform System Maintenance

- Configuration Management

- Backup Operations

- Asset Management

- Access Management

- Incident Management/Support

- Troubleshooting/Escalation

- Etc.

Outcome/Benefits

- Documented system and operations

- System scalability and resilience

- Vendor flexibility

- Socio-economic set-aside opportunities

- System portability (Multi-Cloud ready)

- Agile implementation

- Cost control

- Achievement of Cloud Smart objectives

- Reduction of in-house labor requirements

How Can We Assist You In Your Cloud Acquisition Journey?

Cloud Tools You Can Use

- Access our GSA Cloud Acquisition Subject Matter Experts, or request a scope review through Cloudinfo@gsa.gov

- Find cloud related acquisition tools on our buy.gsa.gov site: gsa.gov/cloud

- Request a Market Research as a Service (MRAS) through: gsa.gov/mras

- Visit the governmentwide Cloud Information Center for best practices cic.gsa.gov

For support on using the new ordering procedures for consumption based ordering see the Cloud Ordering Guide on gsa.gov/cloud or contact our Cloud Acquisition SMEs via email on Cloudinfo@gsa.gov

USE CASE 3

Reducing Risk Posture for Supply Chain Risk Management (SCRM)

FAST 2023

Speaker

Mark A. Johnson

Director, Region 6 Assisted Acquisition Services
(AAS), GSA

Executive Orders

Historical Drivers

- Executive Order 13806

- Executive Order 14017

Agency Need

- First intended to provide DoD and other affiliated Federal Agencies that have shared mission areas with DoD with illumination of critical DIB-related technology and other sector supplier networks (private and publicly-held companies) along with single network illuminations deemed critical to the Federal Government, on an ongoing basis.

- Second, provide timely, structured and unstructured data deliverables to DoD for integration with other datasets and broad dissemination among DoD and other affiliated Federal Agencies.

Acquisition Salient Characteristics

- **Contract Facts**
  - Multi-Tenant (Currently 35)
  - Base +1
  - $74.5M Ceiling Threshold
  - On-Ramp Capable of new Tenants and spiral capability within the platform
  - Enterprise-wide Bulk Discount Pricing
  - Labor Augmentation Capable
- **Contracting Officer (CO)**
  - Jennifer Allsbury
  - jennifer.allsbury@gsa.gov
- **Project Manager**
  - Katie Doll
  - katie.doll@gsa.gov

Capabilities

- Government-Wide Information Sharing
- Unlimited Users
- Access to 31M unstructured sources and over 16K structured sources for information on over 500M legal entities, over 190 countries and over 1,100 industry categories
- Integration of Client Data Sets
- Foreign Data and Translation
- Transparency in Source Provenance and Auditability
- Risk Model
- Monitoring and Alerts
- Reduction of Noise
- National Security Subject Matter Expertise

Way Forward

- Multi-disciplined approach
- Toolkit for access to multiple solutions across SCRM information domain to support acquisition decision process
- Creation of an environment that provides a holistic common operating picture for informed decisions to be made
- Provide an increased awareness in risk mitigation methods that allow for logical assessments of data to be made

End Slide

Thank you for your participation!

For more information, visit: gsa.gov/FAST